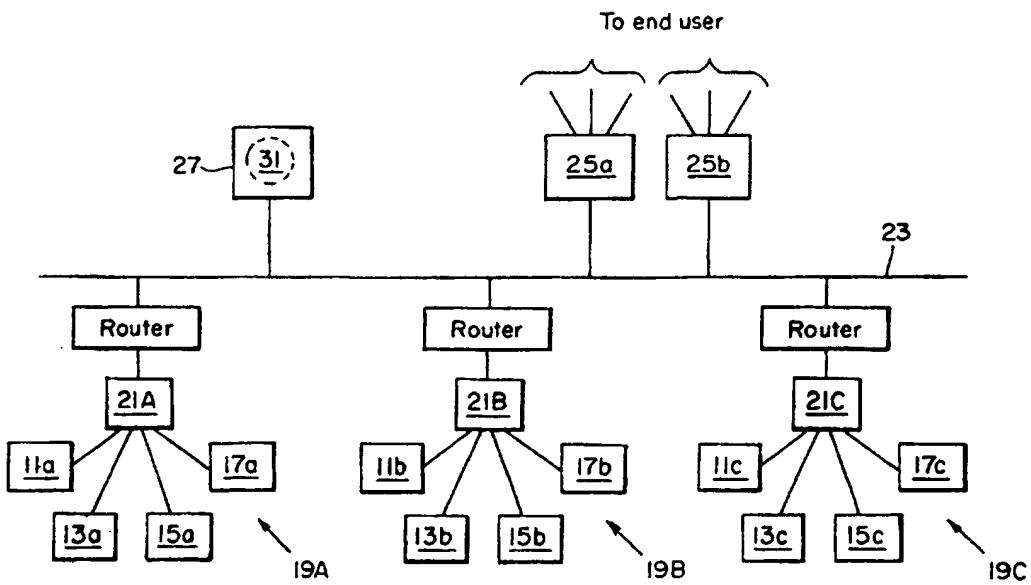


## INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

(51) International Patent Classification 6 :  H04L 29/06		A2	(11) International Publication Number: <b>WO 97/41673</b>  (43) International Publication Date: 6 November 1997 (06.11.97)
(21) International Application Number: PCT/US97/06767  (22) International Filing Date: 22 April 1997 (22.04.97)		(81) Designated States: CA, IL, European patent (AT, BE, CH, DE, DK, ES, FI, FR, GB, GR, IE, IT, LU, MC, NL, PT, SE).	
(30) Priority Data: 08/634,900 26 April 1996 (26.04.96) US		Published <i>Without international search report and to be republished upon receipt of that report.</i>	
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(54) Title: COMPUTER NETWORK AND METHOD FOR DETERMINING USER BEHAVIOUR



(57) Abstract

Computer network method and apparatus provides targeting of appropriate audience based on psychographic or behavioral profiles of end users. The psychographic profile is formed by recording computer activity and viewing habits of the end user. Content of categories of interest and display format in each category are revealed by the psychographic profile, based on user viewing of aggregate information. Using the profile (with or without additional user demographics), advertisements are displayed to appropriately selected users. Based on regression analysis of recorded responses of a first set of users viewing the advertisements, the target user profile is refined. Viewing by and regression analysis of recorded responses of subsequent sets of users continually auto-targets and customizes ads for the optimal end user audience.